

jamie martina



EXPERIENCE

MUSLIM WOMEN'S ASSOCIATION OF PGH

Web Developer +
Marketing Specialist
Pittsburgh, PA
May 2018 - Present

- Enhance brand identity through in-store build-out + facade improvements + e-commerce presence
- Design + manage website
- Identify leadership development opportunities for women in the community

CALLIGRAMME

Content Manager +
Graphic Designer
Pittsburgh, PA
May 2017 - May 2018

- Increased online store conversion by 140% through SEO content marketing strategies
- Increased sales from social media channels by 290% in a year
- Designed ads tailored to our target market
- Created tagline "be your own muse"

HOUSING ASSISTANCE CORP.

Americorps VISTA
Hendersonville, NC
May 2012 - May 2014

- Produced videos to attract students to take summer school courses
- Edited using Adobe Premiere Pro CS6

POWERED BY GIRL

Editor + Blogger
January '12 - December '12

- Edited blogs written by girls in high school and college
- Mentored and coached writers

THE PITT NEWS

Video Desk Editor
Pittsburgh, PA
June - December 2010

UNI. OF PITTSBURGH MEDICAL CENTER

Research Specialist
Pittsburgh, PA
June 2006 - June 2012

LEADERSHIP

TRIP LEADER

Bike & Build
NC to San Diego, CA
January '14 - August '14

GUEST LECTURER

Gave lectures at local colleges based on documentary I made.
Carlow College, Pittsburgh Filmmakers, & University of Pittsburgh
January - April 2012

SOFT

- Logistical coordination
- Interviewing + recruitment
- Agile communicator
- Empathetic listener
- Managing large groups
- Nonprofit management
- Public speaking

HARD

- Graphic + web design
- Media management
- SEO content marketing
- Adobe Creative Suite CC
- Creative + technical writer
- Photography + videography
- Sketch

CONTACT

jdonmartina [at] gmail.com

PORTFOLIO

www.jamieartina.com

ABOUT ME

Brand / marketing specialist. Self-starter. Thrive under pressure. Adaptive communicator. Enthusiastic team-player with a big heart.

EDUCATION

UNIVERSITY OF NORTH CAROLINA

B.A. Department of Communications
Minor: Women + Gender Studies
December 2015

UNIVERSITY OF PITTSBURGH

Digital Media & Sociology
August 2009 - December 2011

KHON KAEN UNIVERSITY - THAILAND

Globalization and Development
CIEE study abroad program
January - May 2011

PERSONAL INTERESTS

- UX design
- Interior design
- Biking
- Philanthropy
- Singing
- Documentary filmmaking